

CAL FIRE ON THE INTERNET

0690

(No. 7 March 2000)

INTRODUCTION

0690.1

(No. 7 March 2000)

CAL FIRE encourages use of the Internet to support its mission by providing information to the public and to Department employees. CAL FIRE's Homepage serves as a window to the Department; it provides links to an unlimited list of information that includes fire safety materials, forestry issues, emergency response statistics, unit overviews, program highlights, and more. The following Department policy ensures the integrity, accuracy, and continuity of all information placed by CAL FIRE on the worldwide web.

INTERNET ROLE OF THE PUBLIC EDUCATION OFFICE

0690.1.1

(No. 17 February 2002)

MISSION STATEMENT:

To effectively utilize the Internet to increase CAL FIRE's ability to inform and educate the public and our customers.

GOALS:

- To maintain the design and content of the main CAL FIRE homepage.
- To initiate and place information on the CAL FIRE website.
- To ensure that all information placed on the CAL FIRE website is kept current.
- To support the Executive Office in placing and maintaining information on the CAL FIRE website concerning subjects of priority to the Department.
- To encourage, guide, and assist CAL FIRE programs in utilizing the Internet to inform and educate about their programs and activities.
- To work in conjunction with the CAL FIRE Information Technology Services (ITS) section to ensure that website projects fall within the Department's technological abilities and policies.
- To review all proposed information to be disseminated over the Internet for consistency with current CAL FIRE policy and direction.
- To review all proposed information to be disseminated over the Internet for writing that is understandable to all members of the public and media.

- To lead CAL FIRE in identifying new ways to use the Internet.

CAL FIRE EMPLOYEE RESPONSIBILITIES

0690.1.2

(No. 17 February 2002)

Use of the Internet is a work-related privilege, not a right. Employees have no privacy interest in communications on the Internet. This privilege may be revoked at any time. The employees, as representatives of CAL FIRE, have the responsibility of presenting a professional image in their interactions on the Internet. Employees must adhere to this policy. Inappropriate use of the Internet by a CAL FIRE employee may result in disciplinary action, including adverse action or criminal prosecution. See the CAL FIRE [Internet Code of Conduct](#), and the Computer Acceptable Use Policy in the Information Technology Services [Handbook 0900, Section 0910](#).

CAL FIRE MANAGEMENT RESPONSIBILITIES

0690.1.3

(No. 7 March 2000)

Each deputy director, region chief, or designee will be responsible for the overall approval of how employees use the Internet within their respective units. They are responsible for:

- Determining what CAL FIRE mission-related information pertaining to their region/unit should be placed on the Internet.
- Designating a data administrator to maintain and update the information.
- Designating a mailing list administrator.
- Funding the costs associated with acquiring and providing information via the Internet.
- Ensuring that all appropriate authorizations have been obtained per Department policy.

INFORMATION SECURITY OFFICER RESPONSIBILITIES

0690.1.4

(No. 17 February 2002)

The CAL FIRE information security officer (Chief Auditor, Program Accountability), in conjunction with the CAL FIRE Legal Office, CAL FIRE Public Education Office, and CAL FIRE Public Affairs Office, will oversee the protection of departmental information from unauthorized access or dissemination through:

- Advising technical and program management on security requirements for Internet access to CAL FIRE information.

- Providing guidance to "data owners" and CAL FIRE staff regarding public, sensitive, and confidential information and Internet access to such information.
- Reviewing and approving information proposed to be made public on the Internet, if the classification of the information is not clearly discernible.

FISCAL RESPONSIBILITY

0690.1.5

(No. 17 February 2002)

The cost of acquiring access to, and providing information on, the Internet will be funded by the administrative unit - region, unit, program, etc. *(Please refer to [Section 0690.6](#), Internet Level Service Agreement, for information about services provided by Public Education staff in preparing and designing materials for the Internet.)*

TECHNICAL DEVELOPMENT AND SUPPORT

0690.1.6

(No. 7 March 2000)

ITS will provide the technical development and maintenance for the Internet system. To ensure CAL FIRE network security, servers that offer services on the Internet, such as file transfer and web servers, will be isolated from the CAL FIRE Intranet by an approved firewall. ITS responsibilities may include, but are not limited to:

- Establishing and troubleshooting connections to the Internet.
- Installing, maintaining, and troubleshooting hardware and software.
- Managing Internet server(s) (storage space, performance, access, etc.). The CAL FIRE Internet server(s) will reside in a central location to minimize support costs, security risk, and streamline maintenance.
- Managing resources on Internet servers (uploading, backing up, and archiving/purging information).
- Providing technical support for mailing lists.
- Ensuring system security, including virus protection and access control.
- Coordinating with outside agencies on Internet related technical issues.

USE OF INFORMATION ON THE INTERNET

0690.1.7

(No. 22 August 2003)

As the Internet is an unlimited, unrestricted communication system, it is important to remember that there is no way to secure from tampering with the information placed on the worldwide web. Therefore, information taken off of the Internet should be verified prior to any official use.

Users may download copyrighted material, but its use must be strictly within the agreement as posted by the author or current copyright law. The federal Copyright Act at 17 U.S.C. 101 *et seq.* (1988) protects and prohibits misuse of all original works of authorship in any tangible medium or expression. This includes a prohibition on plagiarism (using someone else's ideas or writing and passing it on as one's own). The CAL FIRE [Internet Code of Conduct](#) outlines further inappropriate use of the Internet.

PLACING INFORMATION ON THE INTERNET

0690.2

(No. 7 March 2000)

APPROVAL PROCESS

0690.2.1

(No. 27 April 2005)

It is the Department's policy that all information, graphic material, and CAL FIRE Unit websites **representing the Department, paid for in any way with state funds, or grant funding obtained for the purpose of creating or enhancing such information**, must be approved through the CAL FIRE Public Education Office and the CAL FIRE Executive Office prior to placing the information, or website, on the Internet.

This approval will ensure that the Public Education Office and the CAL FIRE Executive Office are familiar with the CAL FIRE information available to the world. The approval process will also ensure that the CAL FIRE templates are being used correctly, material is placed in the appropriate category under the CAL FIRE Homepage, that statistical information is accurate, and that there is a minimum of duplication.

Submit your request to the Public Education Office, ATTN: Electronic/Print Information Manager. Provide a draft copy (electronic or print format) of the information/site you are proposing for the Internet and two copies of a completed [CAL FIRE-322](#), Internet Information Approval Form. One copy should include a surname line signed off according to your unit/section chain of command.

After review by the Public Education Office, the approval request will go to the CAL FIRE Executive Office for final approval by the appropriate deputy director, the Communications Deputy Director, and the Chief Deputy Director. A copy of the approved form will then be sent to the requester. Any required edits or changes will also be forwarded to the requester.

Once your material reaches the Public Education Office, the entire review process generally takes only four to six days.

EXEMPTIONS TO THE APPROVAL PROCESS:

1. Updates to material previously approved.
2. Scientific research/study papers authored or co-authored by CAL FIRE.
3. Photo and graphics changes.
4. Current Major Incident Websites (maintained by the Sacramento Public Education Office.)

INTERNET WEBSITE CONTENT AND TEMPLATES

0690.2.2

(No. 22 August 2003)

It is the policy of CAL FIRE to make information about this Department's programs and activities available to the widest possible audience. We want to ensure that CAL FIRE information, designed and created for placement on the Internet, can be viewed by the largest audience on the worldwide web, regardless of the computer hardware or software that a user has. In doing so, we will ensure that all Governor's, state and federal Internet policies, and the Americans with Disabilities Act (ADA) guidelines are followed. The CAL FIRE website and all CAL FIRE Unit websites will adhere to the guidelines included in this section.

The CAL FIRE Public Education Office will coordinate the creation and content of website sections for CAL FIRE programs and incorporate them into the CAL FIRE website.

Templates have been created and will be used for all CAL FIRE Unit websites. The templates are designed to meet state and federal Americans with Disabilities Act (ADA) guidelines. Be sure that the staff assigned to maintain a Unit website is familiar with how the Internet works and with HyperText Markup Language (HTML), or use an outside vendor to ensure the site is adequately supported.

***The CAL FIRE Public Education Office will provide limited support to the Units as funding allows. The Unit website templates should be used only with Macromedia Dreamweaver, or a regular HTML coding program (Macromedia Homesite, Notepad/Wordpad).**

The ADA of 1990 guarantees equal opportunity to disabled individuals in all areas of life, including government services and telecommunications. CAL FIRE is committed to compliance with the ADA, and it is in our intent to design our website to be accessible. The following guidelines have been built into the CAL FIRE templates and should be followed when Unit websites are being created to make them accessible to people with disabilities, as well as those with text-based browsers, slow modem connections, or missing helper applications.

- Limit the size and number of photos to expedite download time. Be considerate of your audience. For example: Many CAL FIRE Fire Stations, Air Attack Bases, Helitack Bases, and Camps still must dial into the Internet/Intranet. This process can be very slow. Download of a one-megabyte file can take up to 40 minutes. This is not only time-consuming but also costly. Not all members of the general public have high-speed access to the Internet as well.
- Make text anchors (hyperlinks) descriptive enough to be read out of context (another reason not to say "click here").
- Place a dividing character between consecutive links. A vertical bar is often used to prevent multiple links from being read as one by a screen reader.
- Provide an alternate text description (ALT-TEXT) for all graphics that are relevant to site content or site navigation.
- All images, graphics, and multimedia, relevant to the site content, shall have text equivalent included.
- All tables shall have text labels and text column/row headers.
- All scrolling objects, including video or audio, must have the ability to be paused or stopped. (Use of sound files should be limited.)
- A "Table of Contents" for all large, multi-page documents and links that will allow users to quickly move to or through parts of the document.
- A "last updated" notation on pages where this would benefit the user – statistics, incident information, etc. Page content should be sized and organized to limit the amount of scrolling that users must do to view it.
- All pages should be fully useable under Netscape 6.0 and Internet Explorer 5.0.
- Links should be added that would assist users in navigating through the site, provide instant access to CAL FIRE cooperators, and provide users with other outlets for emergency response and forestry information. Check links regularly to make sure they work.
- Web pages should be tested thoroughly before they are placed into production.

CAL FIRE UNIT WEBSITE TEMPLATE CONTENT

Left-hand navigation options are set as follows:

Administration

Information on your Unit Chief, Executive Staff, Organization Chart, etc. You can also provide a link to the CAL FIRE Contacts section of the CAL FIRE website which includes a listing of all facilities within the Unit.

Programs

Information on Unit Programs, - Fire Prevention, Pre-Fire, Nursery, Training, Emergency Command Center, Helitack, etc.

Cooperators

Information about cooperators within your Unit – county, federal, etc.

Unit Statistics

Number of dispatches, fires, acres burned, medical aids, haz-mats, etc.

News Releases

Unit releases and a link to the CAL FIRE website “News Releases” section

Related Links

Link to the CAL FIRE website “Related Links” section, county, fire safety, forestry, etc.

CAL FIRE Website

Link directly to the main CAL FIRE webpage.

Careers With CAL FIRE

Link directly to the CAL FIRE website “Careers” section.

CAL FIRE Contacts

Link directly to the CAL FIRE website “Contacts” section

CAL FIRE Major Incidents

Link directly to the CAL FIRE website “Major Incidents” section

Search

Searches the California State system as a whole per the Governor’s format.

Center-page options are:

Unit Name and Main Photo

Unit name font style is standard. The photo section allows the Unit to place a photo and change it out as often as necessary.

CAL FIRE Mission Statement

This feature is built into the template.

Five Main Options to include:

About The “Name of The Unit” For Example - About The San-Benito-Monterey Unit

Main overview of your Unit including functions, history, jurisdiction, personnel, equipment, facilities, and funding.

Message From The Unit Chief

Three Options of the Unit’s Choosing. For Example:

Unit Achievements, Calendar of Events, Unit Highlights.

Right-hand navigation options are:

Hot Topics

This should include such items as links to Burn Permit Information, Fire Safety Information, Hiring Information, Breaking News, etc. Do not clutter your main page – keep it simple. Don’t overwhelm people visiting your website.

The following options are also permanently built into the right-hand navigation:

CAL FIRE Arson Hotline
Adobe Acrobat down load option
California Amber Alert
Flex Your Power Energy Logo

Whatever information you place on your Unit website MUST be kept current. This is especially important when placing statistics. Do not place statistics that you cannot easily keep current and cannot support with documentation. Also consider that, while the Internet is a great place to provide information to the public, that information can result in additional requests to you and your staff for more in-depth or related information that is not on your site. Be prepared to provide that service.

Template Tips

The content area can contain any standard HTML. No need for special tags, JavaScripts, or Styles. Just type, copy and paste, or insert. A few reminders:

1. Be sure your files do not contain spaces or other special characters (like !@#\$%^&*()) or other specialized characters) in their names. If you have a graphic called My Great Graphic #1.jpg, make sure you rename it to My_Great_Graphic_1.jpg or some name that does not contain spaces or special characters.

2. When copying and pasting from MS Word or another Word Processing application, be sure to check that all your quotes (" ") render correctly. When you have the "Smart Quotes" feature enabled in your word processor, they will not appear correctly in HTML (They will look like O's with a curly above them). This goes for apostrophes, as well.
3. Make sure all your images are .jpg files. .BMP files are not standard web files and are not ADA compliant. .gif and .png are also web standards, but due to file size and browser compatibility issues, they are discouraged.
4. Make sure your images are of an appropriate size. Images that are wider than 420 pixels may break the template. Resize your image in a graphics program before inserting it. **DON'T** resize the image by using HTML (e.g. adjusting the width and the height in the tag). This will not make the actual file smaller, may break the template, and may cause the image to render incorrectly.
5. When setting font sizes, be sure to use "+1", "+2", style settings, instead of "1" or "2" sizing. Using sizes that are not preceded by a plus or minus sign are not ADA compliant.
6. When inserting, or copying and pasting tables from Excel, Word, or some other application, be **ABSOLUTELY SURE** the width of the table is no more than 422 pixels! Wider tables will break the template!
7. Remember that the use of Width attributes in table data and table tags is subject to ADA guidelines; do not use absolute dimensions (e.g. pixels or whole numbers) - instead use relative sizing (e.g. percentages, such as 100%, 50%, etc).
8. If you do not have enough Category links to fill the template we have provided (Above right), you can delete the ones you won't use. If you need more, you will have to add them manually (**DO NOT COPY AND PASTE AS THIS WILL BREAK THE TEMPLATE**).

The body section of all template files are geared to accept standard HTML principals, like **BOLD**, *ITALIC*, UNDERLINE, and type of different sizes and colors. Be sure you use standard HTML. Note to advanced users: there is no need to set classes or <spans> in this area or any other area of the template.

Create [Hyperlinks](#) in the usual fashion, just like all other formatting. If you are creating a link that goes outside your unit template, be sure to use the TARGET="NEW" attribute in your anchor tag.

Content/Terminology/Acronyms

All text should be written for a general audience. The general public and media do not always understand the language of the fire service or forestry industry. You are providing this information to the “world”. You must put it in terms that the “world” can understand.

Don’t use terms, abbreviations, or acronyms like FC, FAE, ICS, IAP, Engine Strike Team, Team #6, IC, BC, tanker, etc. Spell these terms out and explain concepts such as “strike team”.

The general public and media do not always understand the language of the fire service or forestry industry. If we are going to provide this information to the “world” we have to put it in terms that the “world” can understand.

Proofreading

These sites bring CAL FIRE to the entire world. Every piece of information should be proofread by AT LEAST two people before being placed on the worldwide web.

Photos

When using photos:

- **Make sure all safety regulations are being complied with in all photos.**
- Make sure you provide a caption for each photo.
- Provide an alternate text description (ALT-TEXT) for all photos.
- Make sure “photo pages” include file size so users can decide if they want to wait for download.

In general, use .jpg for ALL photos , with the goal being smaller file size:

Inappropriate Website Content

- Advertising for any products and services not provided by CAL FIRE.
- Links to sites that are selling products or services.
- Links to CAL FIRE employee personal sites.
- Any information concerning a CAL FIRE-involved accident without prior approval at region or Sacramento headquarters level.

- Any information on CAL FIRE fatalities without prior approval at region or Sacramento Headquarters level.

AUTHORIZED GRAPHIC AND WEB DEVELOPMENT TOOLS

0690.3

(No. 22 August 2003)

This section is provided to give some guidance in the types of tools most often used to create and maintain websites, and that you will need to use the CAL FIRE Unit templates. Graphic development tools are the software programs used to create pictures, logos, clipart, and other art objects for use in web and other publications. Web development tools are the software programs used to create web pages and sites.

GRAPHIC DEVELOPMENT SOFTWARE:

Adobe Photoshop/Adobe Photoshop Elements

All computer graphics fall into one of two basic types: raster graphics and vector graphics. Raster graphics are based on a grid of dots that combine color to make images. All scanned images and images from digital cameras are raster graphics. Raster images tend to have large file sizes if they have not been optimized for use on the Internet/Intranet. Almost all of the graphics on the web are raster graphics, which have been converted to a smaller optimized format (.gif and .jpg). Raster graphics can be resized but, if enlarged too much, will begin to display jagged edges and loss of detail.

Vector graphics contain a mathematical description of the lines, curves, fills, and patterns needed to draw the picture. Most clip art libraries are made up of vector images. Vector images can be resized without loss of quality. While vector graphics are typically very small in file size, they must usually be converted into a raster format, specific for the web, before they can be used in web development.

Adobe Photoshop is the most widely used raster development tool on the market. It has great flexibility, and the support base via training and literature is quite broad. It can perform nearly any type of function related to raster graphic development but may require plug-ins (other software which, when loaded, adds to the functionality of PhotoShop) to automate some special effects and tasks. Adobe Photoshop Elements is a simple, and much less expensive version of the full Adobe Photoshop package and will allow you to do what you need for website work.

WEB PAGE DEVELOPMENT SOFTWARE:

1. Macromedia Dreamweaver
2. Macromedia Homesite
3. Notepad
4. Wordpad

WEB DOCUMENT PUBLISHING FORMATS:

Adobe Acrobat

Adobe Acrobat will allow for conversion of files into a PDF file format. A PDF file retains the format your document was created in - MS Word, Excel, Visio, etc. - without requiring the user to have that software. In addition:

- PDF format will reduce file download time.
- PDF format is less subject to the idiosyncrasies of individual printers than MS Word, Excel, Visio, etc., format (users across the board should get more uniform printing results).
- End users can download the PDF reader (free) if they do not already have it. Links for downloading Adobe Acrobat Reader should be available and working wherever applicable on your pages.
- If your document is produced in software that is widely used such as Microsoft Word or Excel, you should provide a PDF and a Word/Excel file option.

HTML CODING STANDARD

0690.3.1

(No. 7 March 2000)

When possible, code layout should enhance the readability of the code and identify sections of a web page using comment tags (`<!-- -->`). Comment tags are an HTML element which allows the developer to “make notes” on their HTML code to indicate authorship, descriptions, sections of the page, etc. Comment tags do not show up when a user is viewing a web page with a browser.

All web pages must include the following information in the HTML code (using comment tags):

1. A description of the documents and/or sections contents and/or purpose.
2. The content owner’s name and contact information.
3. The last revision date.
4. Next review date or expiration date, if applicable.

All web pages should include a descriptive title enclosed in HTML title tags (`<TITLE>` `</TITLE>`). This is the text that will be displayed in the browser’s title bar when viewing the page.

E-MAIL ON THE INTERNET

0690.4

(No. 17 February 2002)

CAL FIRE employees may use the Internet to communicate with outside agencies and cooperators. E-mail use is subject to the guidelines detailed in the [Information Technology Handbook 0900](#), whether the access is through the Internet or e-mail.

MAILING LISTS ON THE INTERNET

0690.4.1

(No. 7 March 2000)

Internet mailing lists are a collection of e-mail addresses used to forward information. The lists are usually organized around specific subjects (fire retardant, timber harvest plans, etc.) and serve to automate discussion groups.

Individual regions/units may sponsor mailing lists to meet Department needs and improve communication; however, this is frowned upon as the cost in PY and dollars to setup and maintain a list are quite large. The mailing lists will be subject to the following guidelines:

- Mailing lists must be moderated and/or restricted.
- Mailing list notes or messages will be archived in a manner consistent with federal, state and departmental guidelines, and with policies of similar services operating on the Internet.
- The region/unit sponsoring a mailing list will designate a person responsible for the administration of the list.
- Responsibility for the technical maintenance of CAL FIRE mailing lists will rest with the sponsoring region/unit.

Subscribing to mailing list(s) is subject to the following:

- The region/unit will determine which external mailing lists staff may join.
- The region/unit approving external mailing lists will be responsible for the additional costs incurred; these lists are usually voluminous; and additional Internet and CAL FIRE WAN bandwidth, additional MS Exchange capability, and additional ITS PY costs are likely.

CAL FIRE INCIDENT WEBSITES

0690.5

(No. 13 July 2001)

CAL FIRE Sacramento Headquarters, under the management of the CAL FIRE Public Education Office, is the only CAL FIRE location authorized to create Incident Websites for CAL FIRE-managed incidents. Incident Websites may be produced for incidents that meet at least one of the following criteria:

- A Major Incident Command Team (MICT) has been activated.
- Major loss of life/property.
- Potential to burn/continue for more than 72 hours.
- National attention.
- At the **direction of the Executive Office.**

CAL FIRE will produce only one Incident Website per incident. Units **WILL NOT** create their own Incident Websites. However, units may provide information about daily fire activity and should provide a link from their websites directly to the CAL FIRE Homepage Current Major Incidents section. The CAL FIRE Major Incidents section will include links to cooperating agency incident websites with a disclaimer stating that the link goes to a non-CAL FIRE website, and CAL FIRE is in no way responsible for the information found there.

This policy ensures consistent and approved content, and compliance with all Governor's Office Standards.

INFORMATION FLOW

0690.5.1

(No. 17 February 2002)

Only information approved by the Incident Commander through the Incident Information Officer, or his/her designee for the incident involved will be placed on these websites. The assigned Incident Information Officer will be responsible for providing timely and accurate information concerning an incident(s) to the Sacramento Headquarters Incident Website staff. The CAL FIRE Public Education Chief will initiate contact with the Incident Information Officer and establish an agreed upon line of communication.

It is important that the general information provided on Incident Websites is consistent with the information being provided by the fire information function for the incident. The public and media will use both sources. There should be no discrepancies in the information.

No information will be posted to an Incident Website with the disclaimer "unconfirmed", or attributed to a media outlet.

INCIDENT WEBSITE TEMPLATE STANDARDS

0690.5.2

(No. 16 November 2001)

The only approved template for CAL FIRE Incident Websites is available to the CAL FIRE Public Education Office and designated staff at Sacramento Headquarters. There are to be NO ALTERATIONS to the template design. It has been developed to meet Governors' Office Standards.

INCIDENT WEBSITE CONTENT STANDARDS

0690.5.3

(No. 16 November 2001)

Statistics

Do not place statistics that cannot be supported with documentation.

Proofreading

Incident websites, like all CAL FIRE web presences, bring the Department to the entire world. Thoroughly proofread all information before posting on the worldwide web.

Acronyms/Terminology

The general public and media do not understand the specific language of the fire/emergency response service. When CAL FIRE provides information to the world via an Incident Website, the information must be put into terms that the "world" can understand.

Do not use terms, abbreviations, or acronyms like FC, FAE, ICS, IAP, Engine Strike Team, Team #6, IC, BC, tanker, etc. These should be spelled out and in some cases explained, such as use Fire Captain (FC), Fire Apparatus Engineer (FAE), Incident Command System (ICS); also a good, short definition is helpful e.g. strike team - a group of five engines (16 to 21 firefighters), Incident Command Team # 6 - one of 10 teams of skilled emergency response personnel that respond to major incidents, etc.

Template Headings

There are nine (9) main headings included within the template. The content for each is outlined below:

Incident Homepage

Refers to a main page, which includes a list of, and links to, all the Incident Websites. The disclaimer concerning what users can expect from these pages is also located on this main page.

Incident Information

This section will include “ICS 209-type” information such as acres burned, structures destroyed, containment/control percentages, cause, injuries, number of firefighters, number of airtankers, etc. This section will also include links to pages and other websites that explain joint command situations, how cooperators work together on incidents, etc. This section will include a final summary when the incident is controlled.

Non-Wildland Fire Incidents

Any incident websites posted concerning CAL FIRE non-wildland fire response will be done only at the direction of the CAL FIRE Executive Office.

Fatalities/Serious Injuries/Aircraft Accidents, etc.

CAL FIRE Incident Websites will only post fatality information upon the approval of the Director or his/her designee.

There should be no information in any other section of the Incident Website that conflict with the information on this page, for example, releases in the News Release section, or information in the Urgent Notices section.

Incident Maps

Maps will be posted to provide the Internet audience with visual location of an incident.

- Maps submitted by the field will be sent to the Incident Web FTP site, placed in the appropriate directories, and comply with the image type, size standards, and posting guidelines outlined in [Section 0690.5.7](#) of this policy.

- At a minimum the following maps should be posted:

A fire location map identifying the nearest major highways and towns/cities/communities.

A perimeter map.

There may be other maps posted as available from the incident GIS team, and deemed necessary by the Public Education Deputy Chief.

Photos

- All safety regulations must be complied with in all photos posted to Incident Websites.

- Always get prior approval to use photos taken from another website, outside source, etc., before submitting them to Sacramento for an Incident Website. Sacramento staff must verify this approval prior to posting photos or linking to an outside site that contains photos.
- Photos submitted by the field will be sent to the Incident Website FTP site, placed in the appropriate directories, and will comply with the image type, size standards, and posting guidelines outlined in [Section 0690.5.7](#) of this policy.
- When using digital cameras be sure to shoot photos at a resolution no less than 150 dpi, however, 300 dpi is preferable.

Audio/Video

Audio and video will not be used in Incident Websites unless directed by the CAL FIRE Executive Office. These features are difficult to format for all web audiences and should only be posted when they provide critical incident information necessary for a worldwide audience.

News Releases

Includes only actual news releases, not information that belongs under the “Incident Information” heading.

Weather Information

Pick one source of weather.

Telephone Numbers

Use specific incident/fire information phone numbers. Do not use Emergency Command Center (ECC) numbers, or make reference to our ECCs as being a contact for information. We do not encourage the media and public to call our ECCs for information during incidents. Include local law enforcement numbers, evacuation center numbers, etc.

When gathering Fire Information Phone Numbers, ALWAYS call the numbers yourself before posting to the web to verify two things: 1. the number actually works, and 2. that it is actually the correct number to be given to the media and the public. BE SURE YOU TALK TO A FIRE INFORMATION OFFICER. If a Fire Information Phone Number goes to a recording, note that on the Telephone Numbers page.

This section may also include incident assigned CAL FIRE radio frequencies and local unit dispatch frequencies.

Urgent Notices

These may be used to bring attention to special circumstances.

- Aircraft restrictions
- Flood warnings

Related Links

Related links are meant to provide additional information sources for the public. All related links will be approved by the Lead Incident Website Manager prior to posting.

Related links may include agency/department websites of cooperators such as USFS, BLM, NPS, CDC, CYA, BIA, local fire agencies, county, law enforcement, Red Cross chapters, etc.

Inappropriate Incident Website Content

- Photos with captions making fun of personnel depicted in photo.
- Advertising for any products and services not provided by CAL FIRE.
- Links to any sites that are selling products or services.
- Links to CAL FIRE employee personal sites.
- ANY UNCONFIRMED INFORMATION.
- Any information attributed to a media outlet as the source.

Updates To Incident Website Information

Due to the sporadic nature of emergencies, CAL FIRE cannot guarantee updates to these websites on a set time schedule.

NOTIFICATION PROCESS

0690.5.4

(No. 24 June 2004)

When a “Major Incident Command Team” is activated the procedure below is followed:

The Sacramento Duty Chief will notify the Electronic/Print Information Manager via pager. (If the Electronic/Print Information Manager is not on duty her/his pager will be with the responsible person and the Sacramento Duty Chief will be notified.)

The Electronic/Print Information Manager, will determine the need for initiating the Incident Website process and contact the appropriate staff to begin production of the Incident Website(s).

Incident Webmaster

Acting as the CAL FIRE Internet Webmaster, the CAL FIRE Electronic/Print Information Manager, or designee, will handle the following duties:

- Request necessary Website technician staffing through the command and control process.
- Ensure technical equipment is working properly and make any necessary vendor and IT contacts.
- Ensure that security measures are maintained concerning the CAL FIRE server.
- Gather initial information for placement on the website via the Information Flow.
- Initiate initial posting of Incident Website(s).
- Coordinate continued efforts of Incident Website staff.

Website Technician(s)

The Website Technicians(s) will have the following duties:

- Gather information and materials for the Incident Website(s).
- Prepare the information and materials approved by the Incident Webmaster for placement on the Incident Website(s).
- Post the information to the Incident Website(s).

- Understand the CAL FIRE Incident Website Policy to ensure compliance.
- Act as Incident Webmaster if designated by the CAL FIRE Public Education Chief or Electronic/Print Information Manager.

DURING EXTENDED FIRE/INCIDENT INFORMATION OPERATIONS

0690.5.5

(No. 13 July 2001)

When the CAL FIRE Public Affairs Office initiates an extended fire/incident information operation, the Incident Website staff will work in conjunction with that function.

TRAINING

0690.5.6

(No. 16 November 2001)

All Lead Incident Website Managers and Website Operators identified on the Emergency Resources Directory (ERD) will be provided training as needed by CAL FIRE Deputy Chief, Public Education, or his/her designee.

SUBMITTING GRAPHIC MATERIALS FOR THE INCIDENT WEBSITES

0690.5.7

(No. 17 February 2002)

FTP Site Location and Access

The login name and password will be provided for use by authorized CAL FIRE information personnel as designated by the CAL FIRE Deputy Chief, Public Education, or his/her designee.

FTP Software

In order to FTP these materials from the field to the site FTP software will be needed. The approved software on the IT Standard Computer Software List is:

Ipswitch WS_FTP PRO

There are subdirectories such as “maps”, “photos” and “news releases” for the materials you will send. Use the appropriate subdirectory for what you are sending. Follow the guidelines below for format and file naming.

Formats

Photos, maps, and news releases will be submitted in the following formats:

Photos

.jpg for all photos

Maps

.jpg or .bmp

News Releases

.doc (Word document) or .pdf

Naming Files

Graphic and information files will be named using the following formats:

Graphics**Photos**

<incidentname>_<photodescription>_photo.jpg

For example, a photo of burning trees on the Hidden Fire will be named:

hidden_burningtrees_photo.jpg

A photo of a CAL FIRE S2T making a retardant drop will be named:

Hidden_tankerdrop_photo.jpg

Maps

Maps will have similar naming conventions as photos, except:

<incidentname>_<mapdescription>_map.jpg

For example, a fire perimeter map of the Hidden Fire will be named:

hidden_perimeter_map.jpg

Information

An information file, in text format, must accompany all incident photos and maps. Information files, and all other reference files, should be uploaded in plain text format. Do not use .doc or .wp format files. Use .txt files only. All file names will be in lowercase, with underscores separating specific parts of the filename. Maps or photos that do not have clear information files associated with them and in the same directories may not be used.

All Information files will contain the following information:

Photos

Incident Name	<i>Hidden Fire</i>
Date Photo Taken	<i>7/21/01</i>
Photographer	<i>Fire Captain James Jones</i>
Who, What, Why, Where of the photo.	<i>CAL FIRE engine crew attacking flames near the town of Camino. (Include as much information as you have.)</i>

Maps

Incident Name	<i>Hidden Fire</i>
Date/Time Map Created	<i>7/21/01 – 1200 hours</i>
Who/What Team Created Map	<i>GIS Tech. Spec. Joe Smith, ICT #3</i>
What, Why, Where of the photo.	<i>Map of fire perimeter between Placerville and Pollock Pines. Provide as much information as possible. Most of your audience has no idea how to read a map.</i>

The information files will have a similar naming convention as the photo and map files:

<incidentname>_<photodescription>_info.txt

For example, an information file for the photo mentioned above will be named:

hidden_enginecrew_info.txt

News Releases

Use the incident name, date and time to identify news releases.

Hidden_080501_1430.doc or Hidden_080501_1430.pdf

Other

As needed, new subdirectories will be added to the FTP site. File formats and naming should follow the guidelines for photos, maps, and news releases.

POSTING INCIDENT WEBSITES

0690.5.8

(No. 13 July 2001)

Only those CAL FIRE personnel authorized by the CAL FIRE Deputy Chief, Public Education, or his/her designee, will post incident information to the website.

AFTER AN INCIDENT

0690.5.9

(No. 16 November 2001)

After an incident is contained, it will be the responsibility of the staff authorized by the CAL FIRE Deputy Chief, Public Education to post "FINAL" on the incident website. **All Fire Information Phone numbers must be removed when the FIO function shuts down.** The site will remain posted for one week following control of the incident. It will then be moved to the Archived Incidents section where it will remain until permanently archived on CD-ROM before the start of the following fire season. These CDs will be filed in the Public Education Office.

INTERNET SERVICE LEVEL AGREEMENT

0690.6

(No. 17 February 2002)

This section describes the service level agreement between the CAL FIRE Public Education Office and the web page owner (program/unit).

GOALS:

In order to facilitate growth and improvement of the CAL FIRE website, the Public Education Office will work with programs and units to provide any assistance possible. The Public Education Office is the main contact for all CAL FIRE Internet projects, provides policy guidelines, coordinates assistance in producing all CAL FIRE-related web pages, and provides oversight of content and presentation.

The web page/site owner is expected to:

- Work with the Public Education staff to ensure a clear understanding of the project.
- Provide all website materials in one of the following software product formats:
 - Adobe software - .pdf, Pagemaker, etc.
 - Microsoft software – Word, Excel, etc.
 - HTML format
- Obtain the appropriate approvals from their immediate chain of command for the materials they provide.
- Adhere to the Approval Process outlined in [Section 0690.2.1](#).

For those programs and sites supported and maintained by the Public Education Office, ALL requests for additional – pages, edits, changes, and updates website should be submitted to Lisa Boyd of the Public Education Office using the following request format:

1. Which section of the Internet (Fire and Emergency Response, OSFM, Resource Management, Hot Topics, etc.).
2. Under what heading of the “Contents” section (1999 Fire Season Statistics, Forest Practice, Training, etc.).
3. Title of the material to be added or edited.
4. What the request actually is.
5. What format is the material in – Word, Excel, Access, etc.
6. There should be no spaces in file names – forestpracticemarch20.pdf - and the file name must be descriptive of the file content.

For Example:

SECTION

Fire and Emergency Response section.

CONTENTS

Historical Statistics.

TITLE OF MATERIAL TO BE ADDED OR EDITED

20 Largest Fires (by acres lost).

REQUEST

Replace the current file with the new one attached here.

FORMAT

Pagemaker file; converted to PDF.

(No. 17 February 2002)

Confidential Information: Confidential information is protected under the Information Practices Act and includes, but is not limited to, the following:

Information that identifies an individual client, employer, or employee. Personal information that identifies or describes an individual including but not limited to name, home address, Social Security number, physical description, home telephone number, and financial, medical, or employment history.

Information for which disclosure is limited by contractual agreement, including proprietary software and information trade secrets.

E-mail: Electronically transmitted mail sent instantaneously anywhere in the world.

Homepage: The first page of a website that serves as the starting point for navigation.

HTML – HypertText Markup Language: The language used to create documents for the worldwide web.

Internet: A system of linked computer networks, international in scope, that facilitates data communication services such as remote login, file transfer, electronic mail, and newsgroups. The Internet is a way of connecting existing computer networks that greatly extends the reach of each participating system.

Intranet: A private network inside a company or organization that uses the same kinds of software that you would find on the public Internet, but that is only for internal use. The Intranet is an internal secure medium for transmitting messages and information. Note that an "Intranet" may not actually be an Internet, it may simply be a network. In the case of CAL FIRE, the term Intranet is synonymous with Wide Area Network (WAN).

Firewall: A firewall is a device that protects CAL FIRE enterprise data and resources from outside sources that could make unauthorized changes to data, obtain unauthorized access to confidential data or cause loss of services.

Mailing List: A discussion forum where participants subscribe to a list and receive messages by e-mail.

Netiquette: Netiquette (Internet etiquette) is a set of accepted manners to be observed while using the Internet.

Server: A server is computer hardware and software that allows one computer to offer a service or information to another computer.

TCP/IP (Transmission Control Protocol/ Internet Protocol): This set of protocols makes transmissions such as TELNET, FTP, e-mail, and other services possible among computers that don't belong to the same network.

URL (Uniform Resource Locator): The term for the unique address of a web page. For example, CAL FIRE's URL is www.fire.ca.gov.

Web Browser: Software used to view web pages on web servers.

Webmaster: This term has several meanings, but generally means the technical support person who ensures the content readability of web pages and the consistency of the URLs.

Web Page: A document sitting on a web server that is intended to be viewed by web browser software.

Web Server: Software that contains web pages and makes them available to web browsers.

[\(see HB Table of Contents\)](#)

[\(see Forms or Forms Samples\)](#)